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Project acronym: NePRev

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Dissemination and Exploitation Plan

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Dissemination and Exploitation
Plan



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1. Executive summary

The present deliverable describes the Dissemination and Exploitation Plan of the NePRev project. This Plan distinguishes between the dissemination activities and exploitation activities, following the practical guideline for beneficiaries of Erasmus + projects [1].

Achievements will be measured through the monitoring of quantitative and qualitative indicators of the dissemination and exploitation activities. Target groups identified within this project will be the main recipients of the dissemination and exploitation strategy. However, they will have also the twofold role as catalysts and boosters of the dissemination and exploitation activities producing therefore a cascading effect. Dissemination will be carried out following 3 main strategies:

- i) The "publication strategy" that includes the preparation of project brochures, scientific papers and participation to key conferences.
- ii) The "multimedia strategy" that includes the design and management of a project website, the use of social media to announce key achievements and events, the sharing of a promo video.
- iii) The "event strategy" includes the organization of several meetings to identify and refine dissemination strategy. Furthermore, participants of the project will join key thematic conferences.



The Dissemination Plan, detailed in Section 4, mainly consists of the participation in workshops and conferences, where the project partners present their communications to other experts in the field, as well as adopting an effective digital strategy to promote the results of the project.

An Exploitation Plan is also produced. The aim is to strengthen interactions between different partners.

An important pillar of the Dissemination Plan is the project consortium of NePRev project. In fact, the present plan will be carried out in coordination with all the partners of the project to ensure high communication and exploitation quality, reaching a vast number of interested groups. This will be presented in Section 5.

2. Introduction

The present deliverable named "Dissemination and Exploitation Plan" describes the Dissemination and Communication activities to be carried out within the frame of WP8 of the NePRev Project.

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These activities follow the guidance given in reference [1]. According to this guidance, it is important to distinguish the objectives of dissemination of project results from those on exploitation of project results. Dissemination is a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will affect other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. In order to disseminate the results effectively, an appropriate process at the beginning of the project needs to be designed. This should cover who, why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

Exploitation is a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems, on the one hand, and (b) a planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives, on the other hand. For Erasmus+ this means maximizing the potential of the funded activities, so that the results are used beyond the lifetime of the project. It should be noted that the project is being carried out as part of an international programme working towards lifelong learning and supporting European policies in the field of education, training, youth and sport. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

Dissemination of project results is focused on peer-to-peer information, namely through communications in workshops and conferences. Communication of project results is focused on different target groups, which are:

- Public decision-makers;
- Industry Stakeholders;
- Science, technology and engineering students;
- International institutions including European and African key players;
- General public.

Communication for the above target groups will be done using the website of the project but also through workshops, communication through relevant media (e.g., twitter, Facebook, etc.), promo video, and other suitable tools. The project consortium is presented in Section 3. The details of the dissemination plan are presented in Section 4.

3. NePRev project consortium

The NePRev project consortium is the following:

Table 1: Project consortium

| Nº | Partner | Country |
|----|--|---------|
| 1 | Politecnico di Torino | Italy |
| 2 | Politecnico di Milano | Italy |
| 3 | CentraleSupelec | France |
| 4 | Observatorio de las Relaciones Unión Europea - América Latina | Spain |
| 5 | National Engineering School of Tunis Tunis el Manar University | Tunisia |
| 6 | University of Sfax | Tunisia |
| 7 | Institut Supérieur de Gestion Industrielle de Sfax | Tunisia |
| 8 | University of Jendouba | Tunisia |
| 9 | Faculty of Juridical, Economic and Management Sciences of Jendouba | Tunisia |

It is expected that the management of the consortium (led by POLITO) will result in a better communication of the project results with some of the target groups.



According to the DoW (Description of Work), the consortium is expected to meet 6 times. During these meetings, dissemination results and strategy will be presented and checked to guarantee its quality.

4. Dissemination plan

4.1. Conference/Seminars communications

During the project it is foreseen the participation in International Conferences/Seminars. Table 2 shows some of the main events in Europe for the 2020-2021 period and Tunisia. This list is only guidance to the project partners and not a list of mandatory participation with communications in these conferences.

Table2: Conferences foreseen within the topic of the next production revolution.



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| Conference | Date | Website | Country/City |
|---------------------------|-------------------------|---|-------------------|
| SMART INDUSTRIE 2020 | February 19 & 20, Tunis | http://www.tunisieindustrie.nat.tn/smartindustrie/ | Tunisia/Tunis |
| Global Industrie Connect | June 30, July 3, 2020 | https://www.global-industrie.com/fr/evenement/global-industrie-connect-global-industrie-connect | France/online |
| World Manufacturing Forum | November 11 & 12 | https://www.worldmanufacturingforum.org/ | Italy/Cernobbio |
| Connected Manufacturing | February 9-10, 2021 | https://manufacturing.wbresearch.com/ | Germany, Munich |
| VIV INDUSTRY | March 3-4, 2021 | https://www.vivindustry.com/2021/vitrines-industrie-du-futur.php | France/Lyon |
| HANNOVER MESSE | April 12-16, 2021 | https://www.deutschemesse.co.uk/hannover-messe | Germany, Hannover |
| IEOM | July, 2021 | http://www.ieomsociety.org/rome2020/industry-solutions/ | Italy, Rome |
| ICDFIE 2021 | January 18-19, 2021 | https://www.conferenceindex.org/event/international-conference-on-digital-factory-and-industrial-engineering-icdfie-2021-january-rome-it | Italy, Rome |

4.2. Project website

The project website development belongs to Task 8.2: “Implementing a multimedia dissemination strategy”, according to DoW. It will be one of the main tools of the dissemination plan.

The project website offers an overview of the project including its overall strategy, specific objectives, partners and progress of activities. The website also provides information on events and all places where the NePREV project will be promoted. Public deliverables will be available on the public area of the website. The project will be hosted on selected social networks such as Facebook, Twitter and LinkedIn and will promote all the events and achievements of the project. A page dedicated to master’s degree will be created later and will contain all related information.

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The website has been created under www.neprev.com. The website has its logo and visual identity (name, baseline, colors, fonts, lines, shapes...).

For now, the following pages of the NePRev website have been created:

- Mission (the goals of the NePRev project),
- Partners and Stakeholders involved,
- People (list of people involved in the project),
- News and Events (International Forum for Next Production Revolution in Sfax is published),
- Subscription form.

The project website will have links to social media networks allowing faster communication of project news and results. The following social media channels were created:

- Facebook page <https://www.facebook.com/neprev>
- Twitter <https://twitter.com/neprev>
- LinkedIn group <https://www.linkedin.com/groups/13872167/>

4.3.Social media strategy

4.3.1. General purpose



The use of social media is one of the identified tools able to guarantee an appropriate dissemination of the project.

A structured and coherent social media strategy is needed in order to make the dissemination plan effective. The main pillars of the strategy could be:

- Frequency of the posts,
- Selection of the contents and schedule,
- Interaction and Engagement,
- Assessment of the impact of the social media and website (possible free tool: Google analytics).

4.3.2. Selection of the content and schedule

The selection of the contents should follow the structure and the contents of the website. The design and the aesthetic of the posts, in general, should be consistent with the graphic chosen for the website and for the flyer.

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It could be useful to create some vector images linked to the topics of the project to make the posts more attractive. The possible contents are listed below:

- About Us content: presentation of the partners and people involved, mission and main goals of the projects
- Photo of the KoM in Tunis,
- Communication related to workpackage results,
- Preparation of different project meetings,
- Results and photos of the project meetings,
- Posts for the upcoming events,
- Post to announce the Video Promo,
- Youtube,
- Video-Promo.

4.3.3. Interaction and engagement

It is crucial to enhance the interactions with the scientific community, funding entities, public decision makers and public.

The general strategy includes:

- To follow the social media pages of all the partners and stakeholder involved;
- To follow the social media pages of organization, funding entities, public decision makers that deal with the topics related to the NePRev project (education, next production revolution, Africa, etc);
- To re-posting contents of the two categories mentioned before.



4.3.4. Assessment of the impact of the social media and website

The strategy could be changed and improved by monitoring the interactions on social media and the website thanks to some free tools like Google Analytics.

4.4. Communication material pack

The communication material pack will include the following material:

- Project leaflet;
- Project poster;
- Promo Video;
- Project Logos;
- Deliverable template;

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- Presentation template.

Both Project leaflet and Project poster will be prepared and submitted for the partner's approval. The promo video will be prepared at POLITO with the collaboration of all partners.

This material will be used for distribution in workshops organised by project partners as well as in other events where project partners participate. This pack will also be available for download at the project website.

Another important communication material will be the project powerpoint presentation template. This file has already been developed by POLITO (and used during the Kick-of-Meeting) and all partners will use this presentation when participating in an event considered relevant for the presentation of results of the project.

The partners are encouraged to send a report of their participation in events where the NePRev project was disseminated.

The communication material will be prepared with the collaboration of all project partners and approved by them.

5. Exploitation plan

The exploitation plan deals with the process of transferring the successful results to the relevant target groups. An agenda of actions will be devised and shared with the different target groups. The aim is to strengthen interactions between different target groups - government, organization, individual. Key indexes will be identified to measure both the short and long-term achievements of the projects including the number and quality of graduated students, industrial insertion ratio, etc.

A final forum workshop will take place in Tunis by the end of the project, within WP9. It will involve key instructional and industrial stakeholders with the aim to think about the achievements of the project and future exploitation with regard to program deployment. All the main results of the project and strategies for exploitation will be presented to all the participants.

6. References

1. Erasmus + Annex II - Dissemination and exploitation of results:
https://ec.europa.eu/programmes/erasmus-plus/programme-guide/annexes/annex-ii_en